

PURCHASE INTENTION TOWARDS GREEN PRODUCT
(An Application of Theory of Planned Behaviour on Purchasing Organic
Vegetable and Fruit Products in Surakarta)



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L'aisya Layyun Humaira

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Abstrak

Meskipun niat untuk membeli produk hijau terutama di Surakarta belum dipahami dengan jelas, tujuan dari penelitian ini adalah untuk menganalisis niat pembelian terhadap produk hijau dengan menggunakan teori perilaku yang direncanakan dalam pembelian sayuran dan buah organik di Surakarta. Penelitian ini menggunakan penelitian kuantitatif untuk menguji hubungan antara sikap, norma subyektif dan kontrol perilaku yang dirasakan terhadap niat pembelian produk hijau. Menggunakan 13-item kuesioner dan metode purposive sampling, data dikumpulkan dari 105 warga di Surakarta. Data dianalisis menggunakan uji regresi linier berganda. T-test digunakan untuk menguji hipotesis yang diajukan. Hasilnya menunjukkan bahwa sikap menunjukkan pengaruh yang tidak signifikan terhadap niat pembelian produk hijau. Selain itu, norma subyektif dan kontrol perilaku yang memiliki pengaruh yang signifikan terhadap niat pembelian.

Kata Kunci: Perilaku Konsumen, Niat Pembelian, Biro Umrah, Loyalitas Pelanggan.

Abstract

Though the intention for purchasing green product especially in Surakarta is not yet clearly understood, the purpose of this research is to analysis the purchase intention towards green product by using Theory of Planned Behavior on purchasing organic vegetables and fruits in Surakarta. This study employed a quantitative research to test the relationship between attitude, subjective norm and perceived behavioural control towards the intention of purchasing green products. Using a 13-item questionnaire and purposive sampling method, the data were collected from 105 citizens in Surakarta. The data were analysed using multiple linear regression test. T-test was used to test the proposed hypothesis. The results show that attitude demonstrates insignificant effect on purchase intention. The results also witness that subjective norm and perceived behavioural control have a significant effect on purchase intention.

Keywords: Consumer Behavior, Purchase Intention, Theory of Planned Behavior

1. INTRODUCTION

At the beginning of the twenty-first century, emerging environment in the marketing world was a predominant trend. The green movements are one example of an active social movement at the moment . Some communities and

social movements encourage a change in consumptive human habits through the go green concept. This moment became the starting point of green products. Green products are the real evidence that occurred in developed countries such as USA, England, Germany, Japan and others (Nugrahadi, 2002).

Companies or producers should pay attention to environmental aspects in recycling their products in order not to cause negative impacts to the environment and natural surroundings. Seeing various problems that threaten environmental sustainability, the community is required to have a consumption pattern that can ensure the necessities of life and not endanger the environment. Consuming environmentally friendly products or can be called the green product, is one of the alternatives that can be made in the consumption pattern in this modern era.

Green product is defined as “a product that was manufactured using toxic-free ingredients and environmentally-friendly procedures, and which is certified as such by a recognized organization” (Gurau and Ranchhod, 2005). Greening of a product takes place over its complete life-cycle from product design and raw material procurement to manufacturing, storage, transportation, usage and post-usage activities.

The definition of Green product is very close to the term "green" or "sustainable" which states that products or services are allowed for economic development to preserve future generations. Green product is described as one of the products that minimize the negative impact on the human health environment equivalent to traditional products.

One of the main sectors of green products is food stuffs. Many industries food are is more environmentally friendly. The most common term is eating organic foods. Organic foods do not only have advantages in maintaining the environment, but also can maintain health. Keeping the environment here means processes that do not destroy nature like not using non-organic fertilizers that can damage the soil and pesticides, harmful substances to nature and health.

Based on the data from Organic Monitor, the size of the world's organic market increased from U.S. \$ 15.2 billion in 1999 to U.S. \$ 59.1 billion in 2010 (Willer, 2012). In terms of organoleptic, organic food is better especially in taste. Organic food is produced from a very environmentally friendly system and very concerned about ecological, economical, sociological sustainability (Sulaeman, 2007). Organic food business is also growing in Indonesia. The evolution is characterized by the increase in terms of : the number of organic farmers, supermarkets and restaurants that sell organic products, as well as exports of organic products. Coffee, spices and herbs are exported to Europe, vegetables to Singapore and rice to Japan, Malaysia, U.S., Singapore and the Netherlands (Noorjannah, 2012) .

In 2007 , the total area of Indonesian organic agriculture was 40.970 ha it continued to increase to 225.063 ha in 2011 . Despite a slight decrease from 2010 to 2011, the overall area of Indonesian organic agriculture is still improving .

WWF (World Wide Fund for Nature)-Indonesia and Nielsen survey in 2017 showed that 63% of Indonesian consumers are willing to consume eco-friendly products at higher prices. This shows a significant increase in consumer awareness of the consumption of environmentally friendly products and indicates the readiness of the domestic market to absorb sustainably produced products.

Consumer perception survey was conducted by WWF and Nielsen on 916 respondents in Jakarta, Medan, Surabaya, Denpasar, and Makassar representing upper middle class consumers aged 15-45 years. The survey was conducted from June to July 2017.

The results of the survey show that most of the reasons behind this consumer perception are the direct effects of global warming, the sense of responsibility for the environmental impacts resulting from daily consumption

activities (61%) and the sense of happiness that has contributed to environmental conservation (52%) .

Perception survey results show improved understanding and awareness of Indonesian consumers about the consumption of environmentally friendly products. However, this has not been accommodated by retail as a product provider in a market that has not prioritized the sale of environmentally friendly products in its stores. This may be due to the low level of retail understanding of sustainable business practices and retail perceptions of the risks of selling environmentally friendly products.

In this study, the intention of purchasing green product is related to consumer perception to buy less harmful products for environment and society . Dodds et al. (1991) proposed that the relationship between buyers' perceptions of value and their willingness to buy is positive. Blackwell et al. (2001) defined intentions are subjective judgments about how we will behave in the future. Purchase intentions represent what we think we will buy. In addition, purchase intention refers to a consumer's intention to purchase a product, or to patronize a service firm (Shao et al., 2004).

Theory of Planned Behaviour (TPB) is often used in various studies on consumer behavior. Usually this theory is used as an intervening variable to explain a person's intention which then explains the person's behavior.

Theory of Planned Behaviour is an extension of Theory of Reasoned Action (TRA) developed by (Fishbein and Ajzen, 1975). There are two main factors in TRA, attitude towards behavior and subjective norms, which postulate that the individual's perceptions of what others consider relevant are influenced by intentions of their intentions, and attitudes themselves play a major role in predicting behavior (Netmeyer et al , 1993), while in TPB one factor is added, that is perceived behavioral control (Ajzen, 1991). As stated by Ajzen (1991), TPB is suitable to explain any behavior which requires planning.

1.1.1. Background Literature

1.1.2. Consumer Behaviour

Ebert and Griffin (1995) describe consumer behavior as a consumer effort in making decisions about a product they buy and consume. Consumer behavior is the process of decision and physical activity of individuals involved in evaluating, obtaining, using, or providing goods and services obtained (Schiffman and Kanuk, 1994).

According to Engel, et al. (1994) Consumer Behavior is a direct action who are involved in getting, consuming, and spending products or services, including the decision-making process after consumption. According to Mowen and Micheal (2002), consumer behavior is the study of the unit of purchase and the exchange process involves the process of acquisition, consumption, disposal of goods / services, experiences and ideas after using goods / services. Therefore, studying consumer behavior means studying how consumers are. Someone uses the resources they have (time, money, and effort) to get goods and services that can satisfy their desire.

1.1.3. Green Product

Kotler and Armstrong (2012) state that the definition of a product is everything and goods or services that can be offered to the market for consumption, purchase or use that can meet human needs and wants. While Green product is defined as “a product that was manufactured using toxic-free ingredients and environmentally-friendly procedures, and which is certified as such by a recognized organization” (Gurau and Ranchhod, 2005). While according to Handayani (2012), green product is a product deliberately created to reduce environmental pollution both in the production, distribution, and consumption.

1.1.4. Purchase Intention

Purchase Intention is a decision making which learns the reasons consumers use to make decisions about a particular brand (Shah et al, 2012).

While Morinez et al (2007) said that purchase intention is a consumers' tendency to their condition on certain products. Purchase intention is usually related to consumer behavior, perceptions and attitudes.

Ghosh (1990) states that purchase intention is an effective tool for measuring or predicting the purchasing process on consumers . Purchase Intention may change with changes in price, quality and value of a product. Purchase Intention can be defined as a person's propensity to buy certain goods or services in the future (Bagozzi, 1981) . Purchase Intention is an important concept in marketing. There is a difference in Intent and attitude to conduct behavior and can be interpreted as " one's motivation to exert his efforts in carrying out behavior " (Eagly and Chaiken 1993, p.168). In addition, consumers may be influenced by internal and external motivations in the buying process (Gogoi, 2013).

1.1.5. Theory of Planned Behaviour

This theory was originally named Theory of Reasoned Action (TRA), developed in 1967, then expanded by Icek Ajzen and Martin Fishbein. In 1980 the theory was used to develop the problems of human behavior. In 1988, the theory was named Theory of Planned Behavior (TPB) to complement the deficiencies they found through studies using TRA (Achmat, 2010).

Theory Planned Behavior has emerged as one of the most influential theories in human studies. Ajzen's theory uses attitudes, subjective norms and perceived behavior control to predict intentions with high relativity of precision.

Ajzen, (1988), The Planned Behavior Theory is broken down into 3 independent variables. Firstly, attitude toward the behavior, where one can measure the extent to which a person has a negative or positive evaluation of his behavior. Secondly, subjective norms, where a person is at a perceived social pressure to perform or not to do such action. Thirdly, perceived behavior

control, this variable refers to people's perceptions of one's ability to perform certain actions.

1.1.6. Attitude on purchase intention

Ajzen (1991) in Theory of Planned Behavior demonstrates that a person with a positive attitude towards a specific behavior has a great intention to engage in such behavior. There is a general conviction among researchers and environmental activists that through purchasing products or green products, products with recyclable packaging or properly disposing of non-biodegradable garbage, consumers can contribute essentially to enhance the quality of the environment (Abdul-Muhmim, 2007). The quality of the environment depends fundamentally on the level of information, attitudes, values and practices of consumers (Mansaray and Abijoye, 1998). Attitudes are the most reliable logical factor in predicting consumers' willingness to pay for green products (Chyong et al., 2006).

Empirical studies have affirmed the positive connection between attitude and purchase intentions (Bredahl, 2001 ; Chen, 2007 ; Michaelidou and Hassan, 2010 ; Lane and Potter, 2007 ; Sheppard et al, 1988 ; Tang and Medhekar, 2010) . Positive attitude of consumers towards green products are emphatically related to their intention to purchase the product.

H1 : Attitude positively affects Purchase Intention

1.1.7. Subjective norm on purchase intention

Subjective Norm can be characterized as "social weight in doing or not completing an activity " (Ajzen, 1991). Subjective norm mirrors one's apparent social strain to play out a specific conduct. If consumers believe that significant others think green products are good, consumers will have more intention to buy these products. Subjective norm has a significant effect on behavioral intention in the context of behavior related to green product (Hillhouse et al., 2000), and a strong relationship between subjective norm and intention has been shown in research on green consumer behavior (Bamberg, 2003; Kalafatis

et al., 1999). Theory of Planned Behavior (TPB) states that the Subjective norm is a belief. Confidence plays an important role in shaping consumer intentions (Khariri, Nik, Gaboul, 2012). If someone has a reference, then subjective norm will affect the intention of someone to buy a product or service. For example, if the consumer believes that other people think that green product is good, then the consumer will buy the product. Therefore, it shows that the Subjective norm affects consumers intention of purchasing green product.

H2 : Subjective Norm positively affects Purchase Intention

1.1.8. Perceived behavioral control on purchase intention

Ajzen (1991) says that perceived behavioral control is aimed at people's perceptions of the ease and difficulty of showing an attitude of interest. Perceived behavioral control can explain considerable variants in behavioral intentions and actions and refers to the degree of control that an individual perceives over performing the behavior (Chen, 2007; Kang et al., 2006). Thus, those who perceive a higher degree of personal control tend to have stronger behavioral intention to engage in a certain behavior (Ajzen, 1991). In particular, when people believe they have more resources such as time, money, and skills their perceptions of control are high and hence their behavioral intentions increase. Therefore, it is assumed that intention to buy organic fruits and vegetables is higher when consumers perceive more control over buying these products.

H3 : Perceived Behavioral Control positively affects Purchase Intention

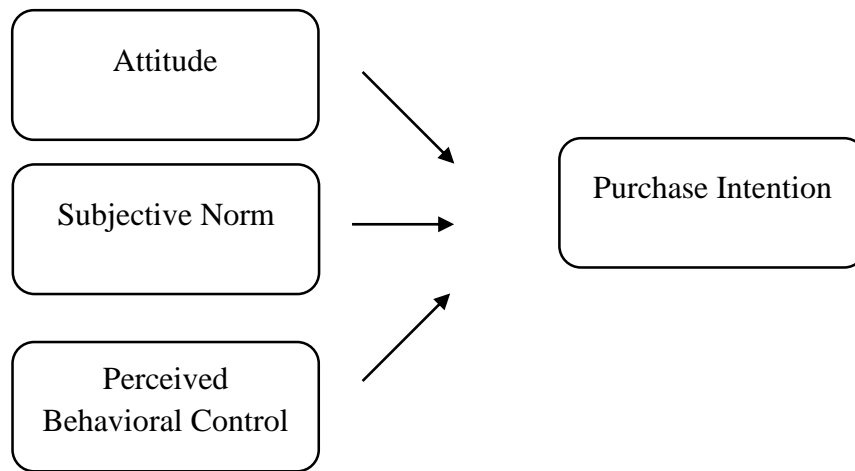


Figure 1

Theoretical Framework of Theory of Planned Behaviour effect
with Purchase Intention Variable

2. METHOD

This study included in quantitative study. The type of this study is causal research, where the researcher will test a specific hypothesis and assess certain correlation. This study took place in Surakarta areas.

The population in this research is people in Surakarta especially Solo city who may interested in buying green product. The number of the population is obtained from citizen in Surakarta.

The sample of this research were 105 respondents. The sampling method that used in this research is probability sampling, where it is purposive sampling.

3. FINDING AND ANALYSIS

3.1. Descriptive Analysis

This study result showed that from 105 respondents who chosen as the sample, it consists of various numbers of respondents. The highest number of

respondents work as a lecturer (31.4%). The majority of respondents have 4-5 family members (62.9%). Then, the respondents characteristics define by age, while the majority of respondents' have over Rp.5.500.000 revenue per month.

3.2. Validity and Reliability Test

From the result of validity test for perceived-value and customer satisfaction, it could be concluded that all of the indicators loading factor overall > 0.3 and were valid (Hair et al. 1998). The results are already grouped in each component.

Reliability measurement is done by using Cronbach alpha coefficient (α). Where reliability is usually at least 0.6 (Ghozali, 2006).

Table 1
Validity and Reliability result

Construct	Cronbach alpha	Measurement Items	Factor Loading
attitude	0.744	I love the idea of buying organic vegetables and fruits	0.843
		The purchase of organic vegetables and fruits is a good step for me	0.836
		Organic vegetable and fruits are good for my family's health	0.565
		Organic vegetables and fruits help maintain and restore the environment from soil, water and air pollution	0.666
subjective norm	0.74	My family advises me to buy organic vegetables and fruits	0.674
		My friends motivates me to buy organic vegetables and fruits	0.888
		My neighbor encouraged (gave positive opinion) to buy organic vegetables and fruits	0.835
	0.675	I have ability to buy organic vegetanles and fruits	0.648

perceived behavioral control		If I am given the opportunity, I will buy organic vegetables and fruits as food needs	0.713
		I have income, time and willingness to buy organic vegetables and fruits	0.84
purchase intention	0.762	I want to buy organic vegetables and fruits	0.824
		I would consider replacing the consumption of conventional food (vegetables and fruits) into organic food (vegetables and fruits)	0.896
		I really want to buy organic vegetables and fruits for my survival in the future	0.612

3.3. Hypothesis Test

Table 2
Path Analysis

Variable	β	Std. Error	t arithmetic	Sign.
Constant	5,308	1,821	2,915	0,004
Attitude	0,015	0,091	0,168	0,867
Subjective Norm	0,185	0,078	2,373	0,020
Perceived behavioral Control	0,394	0,104	3,782	0,000
R 0,470	F arithmetic		9,565	
R Square 0,221	F Probability		0,000	
Adjusted R ² 0,198				

*Sig.0.05

So, from path analysis above it can be concluded that:

Table II shows the t value of attitude variable is 0,168 with the probability value sig = 0,867 and $\alpha = 0,05$. It means the probability value sig = 0,867 is greater than $\alpha = 0,05$. Or $0,867 > 0,05$. It can be concluded that attitude has no impact on purchase intention. In addition, the t value of subjective norm variable is 2,373 with the probability value sig = 0,020 and $\alpha = 0,05$. It means the probability value sig = 0,020 is smaller than $\alpha = 0,05$. Or $0,020 < 0,05$. It can be concluded that subjective norm has an impact on purchase intention. Besides,

the t value of perceived behavioral control variable is 3,782 with the probability value sig = 0,000 and $\alpha = 0,05$. It means the probability value sig = 0,000 is smaller than $\alpha = 0,05$. Or $0,000 < 0,05$. It can be concluded that perceived behavioral control has an impact on purchase intention.

4. CONCLUSION

Attitude has no impact on purchase intention. It is proven by the result of t arithmetic (0.168) which is greater than t table (-1.984). Moreover, the probability (α) is 0.867, greater than 0.05, H_0 is accepted at the level of significance 0.05. Therefore, the first hypothesis is not true because attitude has no effect on purchase intention.

Subjective norm has an impact on purchase intention. It is proven by the result of t arithmetic (2.373) which is greater than t table (1.984). Therefore, the second hypothesis is true because subjective norm has an effect on purchase intention.

Perceived behavioral control has an impact on purchase intention. It is proven by the result of t arithmetic (3.782) which is greater than t table (1.984). Therefore, the second hypothesis is true because perceived behavioral control has an effect on purchase intention..

The f test result shows that f arithmetic is 9.565 with a probability value of 0.000. Because the probability value is greater < 0.05 then the fit model.

The coefficient of determination shows that the value of adjusted R square is 0.198. It means that 19.8% of Purchase Intention variables can be explained by the variable of attitude, subjective norm and perceived behavioral control.

Implications Study, As we know that subjective norms and perceived behavioral control have a significant effect on purchase intention, this suggests that the perception of subjective norms and perceived behavioral control is good, or when a person feels his or her environment support them, then the intention of buying green product will increase. Respondents' responses show that the perception of attitude toward green product is good although positive perception of attitude does not affect consumer intention to buy green product. Because of their consideration

of the price of vegetables and organic fruits that tend to be more expensive than conventional vegetables. Meanwhile, conventional vegetables are easier to reach and consume and consumers assume that conventional vegetables are equally good or healthy. To respond to the Attitude above, companies should not ignore the attitude variable and provide innovation such as making slogans or providing good organic vegetables and fruits that are easy to get. The difference between the result of previous research and this research on attitude and purchase intention shows that companies should have innovation.

Limitations and directions for future research, after all analysis done in this research, there are still some limitations from this research such as there were 105 respondents as samples in this research and it was conducted in Solo so the result can not be generalized. This study is limited because it was only using 3 independent variables.

Recommendation, the next researcher should consider increasing the number of sample, so that the result becomes more representative and more reliable. The next researcher is expected to add more variables, because purchasing decisions are influenced by many variables.

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